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BY WORD OF MOUTH

A Great Teacher once said, "It is not that which goeth into thy mouth which destroyeth thee, but that which cometh out". The Bible is absent from my New York hotel room, one the Gideons must have missed, therefore, if the quotation is not verbatim the implication is sufficient to convey our thought.

The publicity and advertising departments of the New York World's Fair think that "by word of mouth" advertising will tell New Yorkers and tourists how good this World's Fair is. The Moving Picture Industry certainly spoils you in regard to advertising and publicity, for all comparisons judged by its standards are inadequate if not exactly odious. No Industry has made advertising and exploitation of product such an Art as we have. Just give Motion Pictures something big enough to talk about or to write about and it lets itself go until the importance, the greatness, the magnitude, the excellence of the offering is in everybody's mouth. This is the "word of mouth" publicity which gets results; in other words, "word of mouth" film publicity and advertising is masticated food prepared by the advertising, exploitation and publicity artists who see to it that the public has a mouthful which can be swallowed!

Anyone who has spent a few days at the New York World's Fair, having been persuaded to go there, will have a mouthful to talk about, also, but the big idea is to get the Public there!

We have heard so much about World's Fairs on the American Continent, in Europe, not overlooking Canada's greatest National Yearly Fair in August at Toronto, that "word of mouth" advertising in our opinion, to get attendance, is inadequate. The New York World's Fair deserves more than 112,000 or 125,000 daily visitors — this is the average which it is drawing. The concessions are costly and everyone will be in the "red" if the Committee in charge expect to sell attendance by "word of mouth".

The price of admission, seventy-five cents, is fifty cents too much, because outside of seeing the few buildings, admittance to all amusements, to features, is at a minimum of twenty-five cents; and you can spend five dollars before travelling very far. When you consider what the Public, that is the picture patrons, get for twenty-five or fifty cents, the New York World's Fair show is luxury entertainment.

Some of the sights are worth seeing, some would be expensive at a dime, but don't miss the New York World's Fair; the architectural setting, the design and landscape background is like a city one sees in a beautiful dream. Arrange to go several times if you are in earnest about doing the Fair. Take a ride around the Fair grounds in one of the buses, the charge is fifty cents, and select what you think you would like to see. No guide will tell you, it is forbidden. You must choose for yourself. However, this is what appealed to your Editor. Magic City, the Electric Building, General Motors—for the latter get there by 9 a.m.; there is always a line-up and even that early you may wait an hour to see the "roadways of the future" which this company presents. See the fountain and fireworks display, visit the Palestinian building, they give you more for your twenty-five cents than most shows there. The French, Polish, Roumanian, Russian and British buildings are free and worth seeing. The food there is costly but good. If you go into the Perisphere the price is twenty-five cents and you see about a five minute show, with H. V. Kaltenborn as narrator. The best show for your money is Billy Rose's Aquacade, and the people know it, for there is always a line-up.

Since we are not being paid to advertise the World's Fair, which by the way is giving New York picture houses plenty of competition, we conclude that in the classification of "by word of mouth" publicity, we have given you an eyeful!

—Editor

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

250 SPADINA AVENUE, TORONTO 2

Quebec Film Forces Victorious As Premier Re-Opens Theatres

PREMIER CITES DAMAGE TO TOURIST TRADE IMPORTANT

Quebec, Que.—Complete victory for the operators of Quebec's 11 theatres came late last week, when Premier Maurice Duplessis, after a conference with Mayor Lucien Borne, announced that the 10% amusement tax, imposition of which had brought about the closing of the theatres, would be rescinded immediately. Previously the Premier had declined to intervene, declaring that it was purely a municipal affair, and "none of the province's business".

Continuation of the deadlock, however, forced the Premier to act, and in a statement to the Press he declared, "Damage, trouble and inconvenience were caused by the theatre closing, not the least of which was the harm done the tourist industry. Many protests were made over the situation but the municipal authorities, despite the public statements which I had made to state quite clearly that the city was not obliged to impose the tax, persisted in maintaining this impost".

Procedure to rescind the bill was announced. As the Provincial Legislature is not at present in session, the bill will have to remain on the statute books until the next session, but in the meantime, the Premier has advised the city to postpone collection of the tax INDEFINITELY. A written assurance has been given the exhibitors that "indefinitely" means "permanently".

Both Sides Lose Money

Although the re-opening of the theatres, which took place Monday, is a rout for the tax forces, both sides had wounds to lick, when the smoke of the fray drifted off. Revenue loss by the 11 theatres for the period from June 2 to July 10 is considerable, while the city lost many hundreds of dollars of old amusement tax, which the the-

MANAGES VAUDEVILLE SHOW

Halifax, N.S.—Malcolm Walker of the Imperial Theatre, Sackville, N.B., and the Gaiety Theatre, Halifax, N.S., has been managing a vaudeville show which has been touring through the Cape Breton territory and other parts of Nova Scotia.

NEW WALLACEBURG HOUSE

Wallaceburg, Ont. — A new theatre to seat 600, will be erected here on the site of the former Temple Arena, at the corner of James and Creek Streets. Theatre will have a full size vaudeville stage, and will present a daily motion picture program. Main contract is to be awarded this week.

EXCHANGE MEN IN COUNTRY

Saint John, N.B.—Among the Film men who have moved to the country for the summer months with their families are Mr. and Mrs. Lew McKenzie (Vitagraph) Mr. and Mrs. R. G. March (Twentieth Century-Fox Film Corporation) and Mr. and Mrs. M. Bernstein (Maritime Film Co.).

atres would have been paying if open. In addition, there is the loss of salary of the 133 employees who were thrown out of work when the houses shut down, and the revenue lost through lack of tourist trade during the shut-down.

Only parties actually sorry to see the "strike" settled, are the two theatres at Levis, across the St. Lawrence River from Quebec City. These theatres enjoyed landslide business while the Quebec houses were shuttered.

Business Only Average

Pay-off of the whole affair, however, is the fact that business at the theatres on Monday, the re-opening day, was just slightly above average Monday business, according to the operators. Extreme heat and the fact that the population had lost the habit of attending the movies was the explanation given for lack of enthusiasm at the re-opening.

In the meantime, it is understood that Mayor Borne will apply to the Provincial Legislature for permission to place a 5% tax on liquor, to make up for the revenue lost from the theatres.

FILM MEN GOLFING

Vancouver, B.C. — The weekly golf tournament of the Independent theatre owners and Film Exchange Managers is in full swing again, after a few interruptions caused by holidays and conventions. Last week's matches at Langara on Wednesday morning brought a turn-out of 17, three four-somes and a trailing quintet. This week's games will be played at Shaughnessey Golf and Country Club, and a record turn-out is anticipated. It is mooted that a "grand finale" tournament will be held later in the summer, with special prizes to be played for under handicaps allotted.

THEATRE EXCAVATION REVEALS SKELETON

Fredericton, N.B. — Workmen engaged in digging a trench in connection with the excavation of the new Gaiety Theatre here, uncovered part of a woman's skeleton, consisting of seven complete bones and one bone apparently broken. A doctor examining the bones, stated that in his opinion they were part of the skeleton of a woman about 5 feet 7 or 9 inches tall. No suggestion of foul play was advanced, as it is believed the bones are very old, possibly dating back to the French occupation of this city many years ago.

ATTEND F-P CONVENTION

Saint John, N.B.—Among those who expect to attend the Famous Players "All Canada" Convention at Niagara Falls, July 24, 25 and 26, are J. M. Franklin of the Franklyn-Herschorn Theatre Circuit, Saint John and Halifax; Walter H. Golding of the Capitol Theatre, Saint John; Fred Winter of the Capitol and Empress, Moncton, N.B.; J. P. MacDonald of the Capitol and Vogue, Sydney, N.S.; and R. J. Macadam of the Casino Theatre, Halifax, N.S.

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GINGER ROGERS' latest picture is "Bachelor Mother". It is one of Ginger's best. It was made to make you forget your jitters, air raids, Ethiopia, Czechoslovakia, Spain, Munich Peace Pacts, new lows on the stock market, and if you are an Exhibitor — new lows in picture attendance; if you are a producer-distributor — the New Fair Trade Practice Code, and even the Free City of Danzig.

At RKO Radio offices, executives smile happily when you mention "Bachelor Mother," and at Radio City Music Hall, where "Bachelor Mother" hit a high in box-office returns, a capacity audience, among which your editor was but one in thousands, laughed so long and heartily that they nearly missed a gem of a line, "I don't care who is the father of the child, I'm the grandfather".

You are not going to be told the story, but "Bachelor Mother" is Ginger Rogers, employed in the basement of a department store and discharged, not because she is a "Bachelor Mother" but as a result of the busy holiday time being over.

She happens to be just in time to see a mother leave her baby in front of a home provided for the care of such "castaways"; and is suspected by the nation of being the mother of the baby although she denies it.

WE don't know what the U. S. Censor officials would have done had our heroine really been a "Bachelor Mother" — everyone thinks she is, but we who are let in on the secret. Even the son of the store proprietor, induced by the Baby Welfare Executive to give Ginger Rogers' job back to her so that she can keep her baby, believes that Ginger is the mother of the baby. Even the baby is convinced because it treats Ginger Rogers like a mother!

The finale finds the son (David Niven), proposing marriage to Ginger and when she accepts, she asks him if he really believes that she is the mother of the baby. He replies, "Yes," but adds, "I have a surprise for you, we are going to be married tonight," and here is where the Censor has cut in on the finale, forbidding "Bachelor Mother" to advertise that she is a virgin. Ginger's closing line should have been, "What a surprise I have for you". But they would not let her say it. However, why should we feel badly, the British Censor of Literature, for forty years banned Havelock Ellis' "Studies of Psychology of Sex" and H. L. Mencken, in referring to the late Havelock Ellis, said of him, "The most civilized Englishman living". A scholar, a scientist, a great man of letters. The world will remember him, for he made sex respectable through knowledge and understanding.

ENJOYING a long run at the Astor Theatre, New York, "Goodbye, Mr. Chips" is another one of those good British pictures which the picture patrons in the

FINE GERMAN CLUB FOR SHOWING NAZI FILM

Montreal, Que. — A fine of \$500 and costs was levied by Judge Guerin in Police Court here, on the German Harmonie Club for exhibiting a Nazi film, "Pour le Merite", at the club, without permission from the Board of Censors, on last April 25th. A fine of \$50 and costs was also levied, for failure to collect amusement tax on the admission charge.

DR. DAFOE SEEKS DIONNE SUIT DISMISSAL

North Bay, Ont. — Dismissal of action brought by Oliiva Dionne, seeking by court order to compel Dr. Allan Roy Dafoe to produce the Quintuplets' contracts with 20th Century-Fox Film Corporation, Pathe, and Colgate-Palmolive-Peet, was sought by the Quints' doctor. Dr. Dafoe asked Judge Plouffe to dismiss the action on the grounds that all contracts made, were passed or rejected, by the Quints' special guardian, Percy Wilson.

M.P. BUREAU MAKING TWO ROYAL VISIT FEATURES

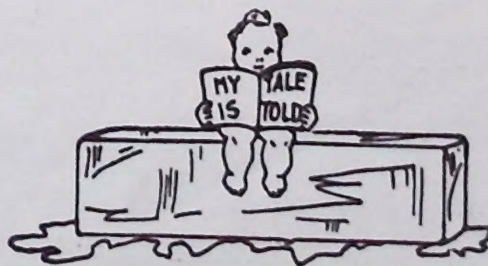
Ottawa, Ont. — Captain Frank Badgley, head of the Dominion Motion Picture Bureau, was granted permission to proceed with the production of two features on the Royal Tour. One feature will be assembled in Technicolor, the other in black and white. The film will be available for the use of schools and theatres in Canada and the British Empire. It is reported that the Bureau has 80,000 feet of film on the Royal Visit, to cut down to feature-length film.

U. S. and Canada have learned to love. Story is by James Hilton, who also authored that film success of several seasons ago, "Lost Horizon".

Years ago we had a British picture made by a British company called, "Young Woodley". The M-G-M British production, "Goodbye, Mr. Chips", with Robert Donat as "Chips", the schoolmaster, is a bigger, better picture, but it has the same fine school spirit about it which is typically English.

The British producer-distributors can now truthfully say, the American Film Industry is doing us some good! British pictures are being publicized, advertised, in fact, at some of our theatres in Canada, exhibitors have featured on their marquee, "An Alfred Hitchcock Production".

"Good-bye, Mr. Chips" is delightful. It has but the ghost of a love story, but such a pretty one, that it plays to packed houses on Broadway, despite the World's Fair and a heat wave, which is sufficient evidence that it has Entertainment value. It was directed by Sam Wood.



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EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

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NEW SUBURBAN HOUSE

Vancouver, B.C. — A permit has been issued for a new theatre to be erected in the Sasamat district in Vancouver. This is one of Vancouver's new suburban districts, adjoining the property of the University of British Columbia, and entertainment for this district at present is locally provided by the Famous Players' suburban theatre, Alma, and two independent theatres, the Hollywood and the Dunbar. It is reported that the capital for this new venture comes from the prairies, and will undoubtedly be more of a boon to the Sasamat district than it will to the theatres in adjacent areas. The excavation work has been started and no doubt work will be rushed during the summer months, to have the theatre ready for the early fall business. The proposed name of the theatre, The Varsity, is under consideration by the authorities, there being some feeling against the commercialization of this name.

INSTALS NEW SEATS

Pictou, N.S. — The Capitol Theatre here, owned by C. H. Wisener, and managed by his son, Herbert Wisener, has just installed a complete new set of seats. The new seats are upholstered in red leather on the seats and backs, with walnut woodwork. The front of the house was modernized last year, when a black and green vitrolite front and marquee outlined with orange-red tubes, were added.

HEAT HITS MARITIMES

Saint John, N.B.—Distributors returning this week from out of town trips report sweltering heat in many places especially Halifax, N.S., and Moncton, N.B. To illustrate the extremes of the climate in these Maritimes, F. Gregor of New Waterford reports that his furnace was only let out July 5th and the temperature at Saint John, N.B. recently was 63 degrees. The intense heat naturally plays havoc with theatre attendance and the theatre managers suffer both from the weather and the depression of empty houses.

N.S. Allied Accept Distributors' Terms - - Conciliation Board Meets

W. H. CUZNER ELECTED PRES. ALLIED N.S. EXHIBITORS

Halifax, N.S. — The Allied Exhibitors of Nova Scotia, at their Annual Meeting, which took place at the Lord Nelson Hotel, Halifax, elected the following officers: Mr. W. H. Cuzner, Strand Theatre, Sydney Mines — President; Mayor Frank Sobey, of the Jubilee Theatre, Stellerton — Vice-President; Mr. T. J. Courtney, of the Casino Theatre, Halifax — Secretary-Treasurer. The Board of Directors — A. J. Mason, Capitol Theatre, Springhill; Mr. Ed. R. Lynn, Strand Theatre, Sydney; Mayor N. W. Mason, Roseland Theatre, New Glasgow; A. A. Fielding, Strand Theatre, St. John, N.B. (Spencer chain); R. J. Macadam, Casino Theatre, Halifax (Famous affiliate).

Distributors Willing To Sell If Bill 92 Not In Force

Retiring President A. J. Mason presided at the meeting. Main issue brought up, was the matter of securing the 1939-40 product. Mr. Mason announced that the distributors were willing to sell the new product in the Province, providing the Exhibitors would agree to the inclusion in the new contracts, of a Clause which would provide that "should Bill 92 be proclaimed, the contract could be cancelled by the, or at the discretion of the Distributor". (Bill 92 is the Patterson Act, passed by the Nova Scotia Legislature in its past session, at the request of the Exhibitors, incorporating amendments to The Theatres Cinematograph and Amusements Act. Bill 92 can only come into force by special order of the Governor-in-Council.)

A great deal of discussion ensued after the President's announcement of this new proviso, but the members agreed to sign the contracts under the new conditions for this coming year.

Abide By Decisions of Conciliation Board

It is quite obvious that the Exhibitors are satisfied that their action in connection with the promotion of Bill 92, was worthwhile. The Bill may leave much to be desired in its application, but it has resulted in the formation of a Conciliation Board and the Exhibitors believe that through Conciliation, properly administered, their difficulties can be adjusted.

The newly formed Board of Conciliation met at 11 a.m. the day after the Annual Meeting. A. J. Mason was in the chair, and others present were: L. Graburn; Ed. Lynn; Fred Gregor (New Waterford, N.S.); R. J. Macadam; A. A. Fielding; F. B. Sobey; R. G. March (20th Century-Fox); A. E. Smith (Regal Films). All parties, the distributors, the Independent Theatre Operators and the Circuits have signified their willingness to abide by the decisions of this Conciliation Board.

AWARD BROCKVILLE CONTRACTS

Brockville, Ont. — Contract for the electric wiring at the New Theatre, now under construction here, has been awarded to Arthur Wood of Brockville. At the same time it was announced that the contract for seating had been awarded to the Canadian Theatre Chair Company of Toronto. Plastering and painting contracts have yet to be awarded.

NEW SALESMAN APPOINTED

Saint John, N.B.—The staff of the Maritime Film Company, Saint John, N.B., has been augmented by the appointment of H. B. Shawn as salesman and booker. Mr. Shawn, formerly of Toronto, was associated with the Cosmopolitan Films there.

REX THEATRE ROBBED

Regina, Sask. — The Rex Theatre, operated by H. Bercovich, was visited by thieves recently, and suffered a loss of some sixty-five dollars when the robbers rolled a 500-pound safe from the top floor of the theatre to the basement, where they smashed the combination. Damage to the stairway down which the safe was pushed, and to the walls will far exceed the value of the money taken, Mr. Bercovich stated. Several hundred dollars, the proceeds of two days' business, were hidden in another part of the theatre in a specially constructed safe. This the thieves overlooked.

Exhibitors Building Summer Homes

Saint John, N.B.—M. Bernstein is much occupied these days with the new summer home which he is building at Pamdenec on the Saint John River, one of the beauty spots of this Province. He promises a party for his friends after the new grass on the lawn has grown, and the film folk are going to hold him to that promise. J. Lieberman has also purchased property near Mr. Bernstein's lot, it is understood, and will also have a summer place there.

ALF. PERRY EAST

Saint John, N.B.—Alfred Perry, Toronto, General Manager of Empire-Universal Films Limited, was in Saint John recently conferring with the local manager, Gerald Hoyt. Mr. and Mrs. J. A. Williams of the Chipman Theatre at Chipman, N.B., were also in Saint John recently.

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3189, 3191, 3193, 3195, 3197, 3199, 3201, 3203, 3205, 3207, 3209, 3211, 3213, 3215, 3217, 3219, 3221, 3223, 3225, 3227, 3229, 3231, 3233, 3235, 3237, 3239, 3241, 3243, 3245, 3247, 3249, 3251, 3253, 3255, 3257, 3259, 3261, 3263, 3265, 3267, 3269, 3271, 3273, 3275, 3277, 3279, 3281, 3283, 3285, 3287, 3289, 3291, 3293, 3295, 3297, 3299, 3301, 3303, 3305, 3307, 3309, 3311, 3313, 3315, 3317, 3319, 3321, 3323, 3325, 3327, 3329, 3331, 3333, 3335, 3337, 3339, 3341, 3343, 3345, 3347, 3349, 3351, 3353, 3355, 3357, 3359, 3361, 3363, 3365, 3367, 3369, 3371, 3373, 3375, 3377, 3379, 3381, 3383, 3385, 3387, 3389, 3391, 3393, 3395, 3397, 3399, 3401, 3403, 3405, 3407, 3409, 3411, 3413, 3415, 3417, 3419, 3421, 3423, 3425, 3427, 3429, 3431, 3433, 3435, 3437, 3439, 3441, 3443, 3445, 3447, 3449, 3451, 3453, 3455, 3457, 3459, 3461, 3463, 3465, 3467, 3469, 3471, 3473, 3475, 3477, 3479, 3481, 3483, 3485, 3487, 3489, 3491, 3493, 3495, 3497, 3499, 3501, 3503, 3505, 3507, 3509, 3511, 3513, 3515, 3517, 3519, 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3853, 3855, 3857, 3859, 3861, 3863, 3865, 3867, 3869, 3871, 3873, 3875, 3877, 3879, 3881, 3883, 3885, 3887, 3889, 3891, 3893, 3895, 3897, 3899, 3901, 3903, 3905, 3907, 3909, 3911, 3913, 3915, 3917, 3919, 3921, 3923, 3925, 3927, 3929, 3931, 3933, 3935, 3937, 3939, 3941, 3943, 3945, 3947, 3949, 3951, 3953, 3955, 3957, 3959, 3961, 3963, 3965, 3967, 3969, 3971, 3973, 3975, 3977, 3979, 3981, 3983, 3985, 3987, 3989, 3991, 3993, 3995, 3997, 3999, 4001, 4003, 4005, 4007, 4009, 4011, 4013, 4015, 4017, 4019, 4021, 4023, 4025, 4027, 4029, 4031, 4033, 4035, 4037, 4039, 4041, 4043, 4045, 4047, 4049, 4051, 4053, 4055, 4057, 4059, 4061, 4063, 4065, 4067, 4069, 4071, 4073, 4075, 4077, 4079, 4081, 4083, 4085, 4087, 4089, 4091, 4093, 4095, 4097, 4099, 4101, 4103, 4105, 4107, 4109, 4111, 4113, 4115, 4117, 4119, 4121, 4123, 4125, 4127, 4129, 4131, 4133, 4135, 4137, 4139, 4141, 4143, 4145, 4147, 4149, 4151, 4153, 4155, 4157, 4159, 4161, 4163, 4165, 4167, 4169, 4171, 4173, 4175, 4177, 4179, 4181, 4183, 4185, 4187, 4189, 4191, 4193, 4195, 4197, 4199, 4201, 4203, 4205, 4207, 4209, 4211, 4213, 4215, 4217, 4219, 4221, 4223, 4225, 4227, 4229, 4231, 4233, 4235, 4237, 4239, 4241, 4243, 4245, 4247, 4249, 4251, 4253, 4255, 4257, 4259, 4261, 4263, 4265, 4267, 4269, 4271, 4273, 4

Shooting The Stars

Basil Rathbone has been signed by RKO Radio for the role of the villainous 'Frollo' in the screen version of "The Hunchback of Notre Dame"; Charles Laughton plays the title role, with William Dieterle directing. . . . Nancy Kelly has been selected to play the feminine lead opposite Don Ameche in 20th Century-Fox's "Swanee River"; Al Jolson is featured. . . . Lana Turner and Richard Carlson, now appearing with Lew Ayres in "These Glamour Girls", will be teamed in another college story, "Dancing Co-Ed", at M-G-M. . . . Ann Doran has been assigned to the new Boris Karloff drama, "The Man They Could Not Hang", soon to go into production at Columbia, with Robert Wilcox and Roger Pryor in featured roles. . . . Frank McHugh has been given a featured role in "The World Moves On", starring James Cagney, Humphrey Bogart and Priscilla Lane; the Mark Hellinger story is scheduled for immediate production at Warner Bros., with Raoul Walsh directing. . . . Donad Meek is the final player to be added to the cast of Hal Roach's new production, "The Housekeeper's Daughter"; the United Artists release stars Joan Bennett and Adolphe Menjou, with John Hubbard, William Gargan, George E. Stone and Peggy Wood. . . . John Cromwell, one of the

ablest directors in Hollywood, has been signed by RKO Radio to guide the screen version of "Abe Lincoln in Illinois"; Raymond Massey will play the title role. . . . Bette Davis will be teamed with John Garfield for the first time, in a screen adaptation of "We Shall Meet Again", a new novel by Milton Krims and Jacques Bogar; production is scheduled to start on the Warner picture late this summer. . . . inspired by the universal appeal of "Goodbye, Mr. Chips", an Americanized Mr. Chips is to be brought to the screen in "Valedictory", Mackinley Kantor's novelette which has been bought by Metro-Goldwyn-Mayer. . . . Werner Janssen has been engaged by Walter Wanger as musical director for "Eternally Yours", now in production with Loretta Young and David Niven co-starred; Tay Garnett is directing the United Artists release. . . . Columbia has selected "Men in the Service", as the release title for its production, previously known as "Coast Guard"; Randolph Scott, Frances Dee, Ralph Bellamy and Walter Connolly play the leading roles. . . . Henry Fonda, Alice Faye and Richard Greene have been selected by Darryl Zanuck for the starring roles in the 20th Century-Fox production of "Little Old New York", famous stage and silent screen success.

Stop! Look! Listen!

Remember the Neely Bill? Once again the consideration of this Bill before the house was deferred — reason, the funeral of Secretary of the Navy Swanson. It was expected that Senator Harrison would try to have the discussion of the Neely Bill laid aside so that Social Security legislation might be taken up immediately by the Senate. Senator Neely is still trying to get that Bill on the right track! . . . Word comes from London that John Maxwell, of Associated British Pictures Corp., has offered to back a booking plan, whereby a group of approximately 1,000 Independent Exhibitors would receive preferential bookings with the A.B.C. circuit for films made by Maxwell, or with his financial backing, at Elstree. The Cinematograph Exhibitors' Association General Council are to take up the matter for discussion. If this combine were arranged, Gaumont British and Odson Theatres would find themselves in a less powerful position, with Maxwell at peak power. . . . New York Allied Exhibitors, headed by Max Cohen, at their meeting at Syracuse, proposed that the N.Y. Allied seek to have the distributors set up a Fair Trade Practice Code for the State of New York. This would break the deadlock which resulted from the Allied's turn down of the Code at the National Minneapolis Convention. . . . Frank Capra and Robert Riskin have organized their own production company under the name Frank Capra Productions. Frank Capra has been affiliated with Columbia Pictures for 13 years, and Robert Riskin, who recently resigned from Samuel Goldwyn Inc., worked together on such hits as "Mr. Deeds Goes To Town", "It Happened One Night", "Lost Horizon" and "You Can't Take It With You". . . . "Nurse Edith Cavell", Herbert Wilcox's latest Anna Neagle starrer, will open 2nd week in August at Radio City Music Hall. . . . Motion Picture Theatre Owners of Connecticut inaugurated a campaign to reduce film rentals for the new season's product. American trade paper features a PAID ADVERTISEMENT inserted by the association publicizing the "CONNECTICUT INDEPENDENT EXHIBITORS PROTEST! Resolved, that we, the independent exhibitors of Connecticut, in meeting assembled this 27th day of June, 1939, at the Hof-Brau, New Haven, demand decreases in film rentals for the ensuing year, commensurate with the drop in grosses, and be it further resolved, that we will not be coerced, directly or indirectly, into the buying of shorts and newsreels." . . . Will Hays, M.P.P.D.A. head, announced at the National Educational Association Convention that the motion picture industry in a three-year experiment, would make 590 shorts, valued at \$10,000,000, available for the use of schools in the United States. The studios will distribute these films through a new organization known as Teaching Film Custodians, New York. Physical distribution of films will be handled by individual companies direct from their laboratories. . . . July 1st saw the New South Wales Film Quota, Australia, go into effect. The Quota calls for 15% British films to be shown by all exhibitors in that state. . . . It looks as if England is in for another production boom. Reports from London state that about 50 features are under way. The Elstree, Denham, Ealing, Teddington, and Riverside Studios all report production activity.

Trans-Canada Showings

TORONTO

AVENUE

"Wuthering Heights" (Goldwyn-U.A.), starring Merle Oberon, Laurence Olivier and David Niven, and "Rolling in Rhythm".

IMPERIAL

"Man About Town" (Paramount), starring Jack Benny, and "Undercover Doctor" (Paramount), with Lloyd Nolan and J. Carroll Naish.

LOEW'S

"It's a Wonderful World" (M-G-M), starring Claudette Colbert and James Stewart, and "Blind Alley" (Columbia), starring Chester Morris and Ralph Bellamy.

UPTOWN

2nd week. "Clouds Over Europe" (Columbia), starring Laurence Olivier and Ralph Richardson.

MONTREAL

CAPITOL

"Five Came Back" (RKO Radio), with Chester Morris, Lucille Ball and Wendy Barrie, and "The Girl from Mexico" (RKO Radio), starring Lupe Velez.

LOEW'S

"Clouds Over Europe" (Columbia), starring Laurence Olivier and Ralph Richardson.

ORPHEUM

2nd week. "I Was a Captive of Nazi Germany" (Cosmopolitan release), with Isobel Steel, and "Mr. Moto's Last Warning" (20th Century-Fox), with Peter Lorre.

PALACE

"Man About Town" (Paramount), starring Jack Benny.

SAINT JOHN

CAPITOL

"Calling Dr. Kildare" (M-G-M), starring Lew Ayres and Lionel Barrymore.

EMPIRE

"Boy Meets Girl" (Warners), starring James Cagney and Pat O'Brien, and "Paradise Isle" (G-N), with Warren Hull and Movita.

REGENT

"Made For Each Other" (Selznick-U.A.), starring Carole Lombard and James Stewart, and "King of Chinatown" (Paramount), with Akim Tamiroff.

WINNIPEG

CAPITOL

"The Sun Never Sets" (Universal), starring Douglas Fairbanks, Jr., and Basil Rathbone.

GAIETY

"The Hardys Ride High" (M-G-M), starring Lewis Stone, Mickey Rooney, Fay Holden and Cecilia Parker, and "The Three Musketeers" (20th Century-Fox), starring Don Ameche and the Ritz Bros.

GARRICK

"The Lost Patrol" (RKO Radio re-issue), starring Victor McLaglen.

LYCEUM

"Return of the Cisco Kid" (20th Century-Fox), starring Warner Baxter, and "The Gorilla" (20th Century-Fox), starring the Ritz Bros.

CALGARY

CAPITOL

"The Sun Never Sets" (Universal), starring Douglas Fairbanks, Jr., and Basil Rathbone.

ISIS

"Little Orphan Annie" (Paramount), with Ann Gillis, and "Blondes at Work" (Warners), with Glenda Farrell.

PALACE

"Tarzan Finds A Son" (M-G-M), starring Johnny Weismuller and Maureen O'Sullivan, and "Torchy Runs For Mayor" (Warners), with Glenda Farrell and Barton MacLane.

STRAND

"Stagecoach" (Wanger-U.A.), starring Claire Trevor and John Wayne, and "Sudden Money" (Paramount), with Charlie Ruggles.

VANCOUVER

BEACON

"Zero Hour" (Columbia), with Otto Kruger, and "The Rookie Cop" (RKO Radio), with Tim Holt.

DUNBAR

"The Young in Heart" (Selznick-U.A.), starring Janet Gaynor, Douglas Fairbanks, Jr., and Paulette Goddard, and "Blind Alibi" (RKO Radio), starring Richard Dix.

OAK

"Gunga Din" (RKO Radio), starring Cary Grant, Douglas Fairbanks, Jr., and Victor McLaglen.